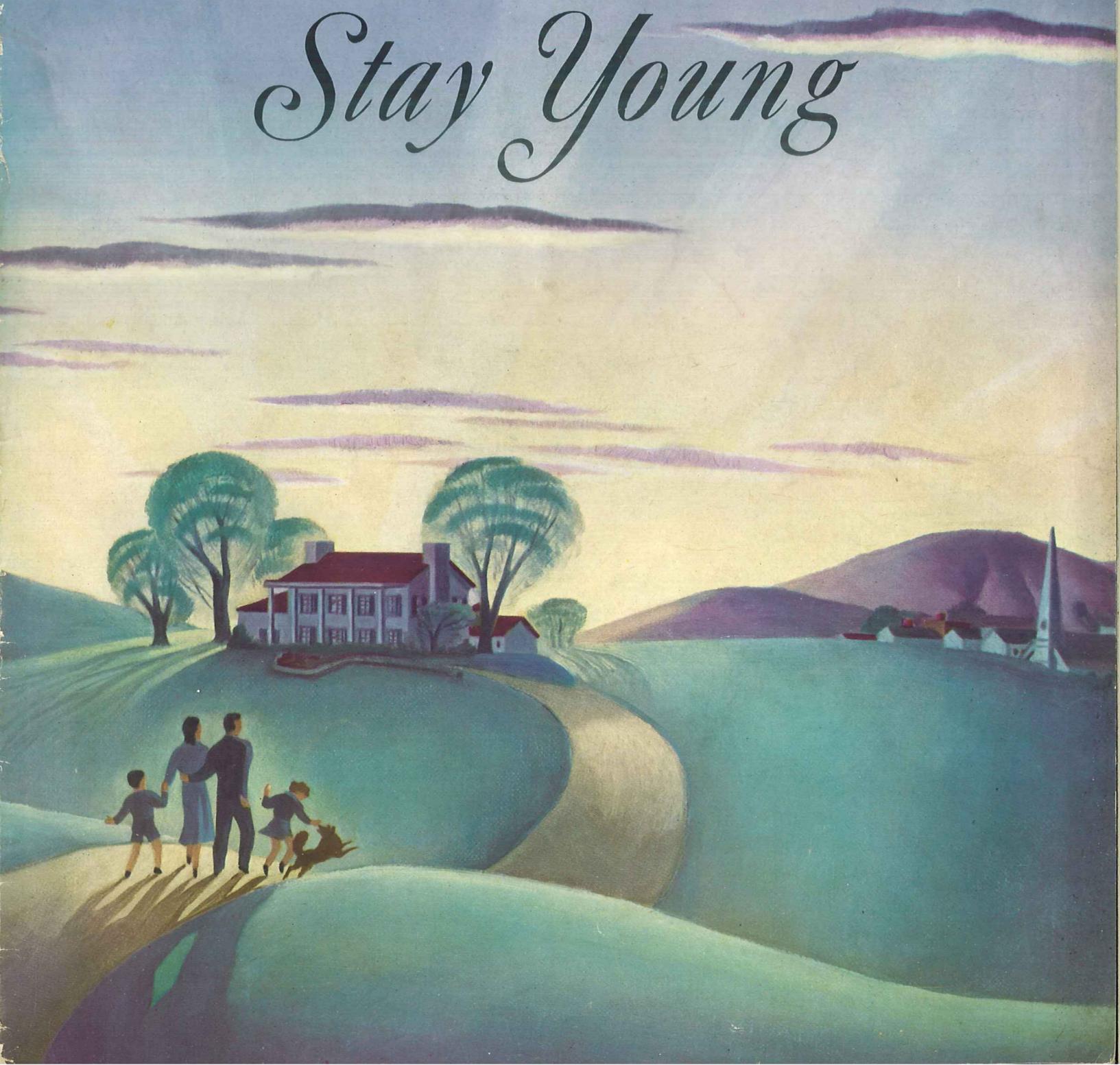


Certain-teed Ways to Make Your Home *Stay Young*



Certain-teed

REG. U. S. PAT. OFF.

WAYS TO MAKE YOUR HOME STAY YOUNG

A BOOK OF IMPORTANT FACTS
FOR HOME OWNERS, FARMERS,
AND THOSE ABOUT-TO-BUILD

PART 1—Peter and Cynthia Harrison Look Homeward Page 3

PART 2—Mrs. Smith Goes to Town Page 6

PART 3—Which Comes First, The Home or the Henhouse? Page 9

PART 4—The Certain-teed Products That Make Your Home Stay Young . Pages 11-23

THE PICTURE ON THE COVER is a reproduction of a famous oil painting "Look Homeward, America" by Dale Nichols. For an exact full-color reproduction of the original, without advertising, size 16" x 12", suitable for framing, send 25¢ to Certain-teed Products Corporation, 100 East 42nd St., New York City.



Certain-teed

BUILDING PRODUCTS



"Oh, what a honey of a house, Peter," exclaimed Cynthia.

PART 1

PETER AND CYNTHIA HARRISON

Look Homeward

AND FIND HEAVEN ON EARTH

The Romance of a Young Couple Who Approached Their Future in the American Way

There were two things born to the Harrisons that night in the hospital. The boy. And the house.

"He's tall, dark, handsome, and built like a boxer," Peter assured Cynthia. "And he personally told me you had to get some sleep. Right now."

"He's beautiful," Cynthia whispered hazily, "And no trouble at all, really. We're a family now, Peter, and he's worth all the pain."

The nurse stabbed her arm and she was asleep in two minutes. As he sat beside her, Peter thought up ways to repay her for the wondrous thing that had happened to them. She's given me a son, he told himself, and now I must give her something marvelous, too.

Cynthia was right. They were a *family* now. Embarking on a rich new life. With new pleasures—new values—new aims. They'd even need a new apartment, with a nursery...

"A nursery! . . . why that means. . ." Thrilling thoughts raced through young Peter Harrison's head—



*"He's tall, dark,
and handsome,"
Peter told Cynthia.*

the joy of self-imposed economies that made home ownership possible. The happy hours of argument, with even the set of blueprints wearing out. But when it was all settled, every square inch of the house-to-be had meaning and purpose.

Then came the building of the house. The specifications . . . the question of what materials to use and whose . . .

* * *

"Darling," Cynthia called, in a subdued voice, so as not to wake young Peter the Great. "The Certain-teed man's here."

Peter shook hands with his guest.

"So you're the Certain-teed Building Counselor," he said. "Well, I certainly do need some counsel all right. Since getting into this building material stage of the game, I've been a stranger in a strange land. Terms I never heard before. Technical talk. Unfamiliar products and brands . . . building a home's got me in a whirl."

"Mr. Harrison," the Certain-teed Counselor explained. "I could spend all next week, describing the products manufactured by just one company—Certain-teed. They make over fifty, you know. And—I've handled the line for 18 years. But since building is a specialized craft, let's leave the technicalities to the experts. What you want to see are these products at work—as part of a house. That's right, isn't it?"

"It sure is—but how can I?"

"Well—I've just finished building my own home. Moving in next month. It's a house, by the way, that'd do credit to any craftsman in the country. What do you say we take a drive out and look it over? My car's outside."

"Swell," said Cynthia. "Wait'll I call mother over to mind the baby." * * *

"By the way—did you say Certain-teed is the largest asphalt roofing manufacturer in the world?" asked Peter as they got in the car.

"You bet I did—and they're also big in other building fields. They're in the insulation board business—Certain-teed Structural Insulation. And they make all



*"You should hear
my plasterer boost
Certain-teed."*

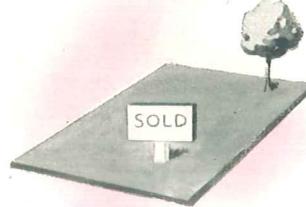
clean and shining thoughts about the one best thing in the world for all of them. "Family!"—why that's just another way of saying "Home".

And at that moment, the Harrison house was born.

* * *

A joyous spirit possessed the Harrisons that year. The week-ends of searching, until just the right spot was found. The buying of the lot;

the joy of self-imposed economies that made home ownership possible. The happy hours of argument, with even the set of blueprints wearing out. But when it was all settled, every square inch of the house-to-be had meaning and purpose.



*A LOT the Harrisons knew
about home building.*

kinds of wall-boards and gypsum building products—plaster, lath, Beaver Wall Board, and so on. . . .

"Well—here we are," said the Certain-teed Counselor, "See, there's my place, over there on the hill."

"Oh! it's a honey of a house, Peter!" exclaimed Cynthia.

"It's a beauty. Come on Cynthia, let's explore."

"Wait a minute now, before you go inside!" their host suggested. "I want you to notice that roof. Did you ever see anything prettier?"



*"I was guided from
confusion to Certain-
teed."*

Peter squinted his eyes against the afternoon sun. "I never saw one I liked better—why it looks like fine old hand split shingles, weathered grey with age."

"That's right—but they're actually Certain-teed asphalt shingles—Woodtex style. You know, there are many kinds of roofs, Mr. Harrison, but if you say 'Certain-teed' you can't go wrong. Now let's go inside."

Cynthia wrinkled her nose. "You can still smell the fresh plaster," she said.

"Yes ma'am—and believe me, I'm proud of those walls. They're straight as a die."

"Also," said Cynthia, "They're smooth as glass. That's important if you don't use paper."

"You should hear my plasterer boost Certain-teed Plaster. He says it's so easy to put on—smooth as butter and dries out evenly. It's best to have your craftsmen sold on the materials you use."

Peter was busy poking around a corner by the staircase. "Hey, what's this?" he called. "You haven't finished the job over here."

"That hole!—oh I purposely left it," the Certain-teed Counselor explained, "so I could show my friends how a good house looks behind the scenery. Whether you're building your own home, or buying one already built, it's important to know what's inside the walls."

"Take insulation," he pointed to the CSI asphaltated sheathing nailed to the studs. "You want to be certain your insulation material keeps outside weather out—or you'll pay for your folly with colder winters and hotter summers. Now this Certain-teed Structural Insulation not only does a wonderful job of insulating; it also adds structural strength to the frame of the house as well."



*"Who on earth's Susan?" de-
manded Cynthia Harrison.*

"What's this stuff?" said Peter Harrison, as he pointed to the lath behind the coating of plaster.

"Why that's gypsum lath, the base for the plaster. It's made by Certain-teed, too."

"I don't get it," said Peter. "Why put gypsum plaster on top of gypsum lath? Isn't one enough?"

"Well, fireproofing is one good reason—and also gypsum plaster on gypsum lath gives you better bond-

ing and a straighter wall. Of course, there are several ways to build good walls. You can get both insulation and a plaster base when you use Certain-teed CSI Key Lap Lath. Or you can use Certain-teed Bestwall which eliminates plastering. It's all a matter of what's most practical for your needs and your budget."

"Well," said Peter, "you've sold me on Certain-teed



"Live in a home of your own", the American Way.

quality, all right—but I'm no millionaire, you know, even if I do want the best."

"You don't pay a premium for getting the best, Mr. Harrison. I've found that every dollar does more than its share when you use Certain-teed."

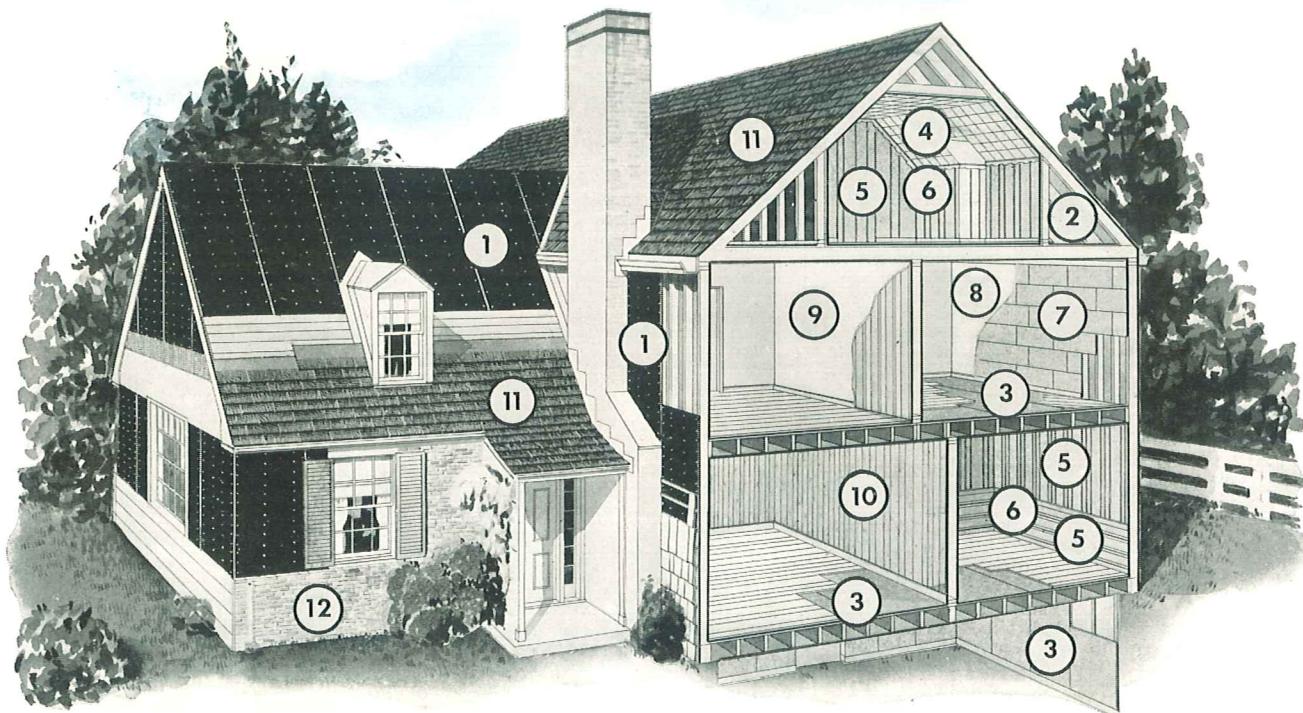
At this point, Cynthia, who had been upstairs, came down the steps. Peter Harrison called out happily.

"Ready to go, darling? I've learned all the right answers now. Our building counselor has certainly

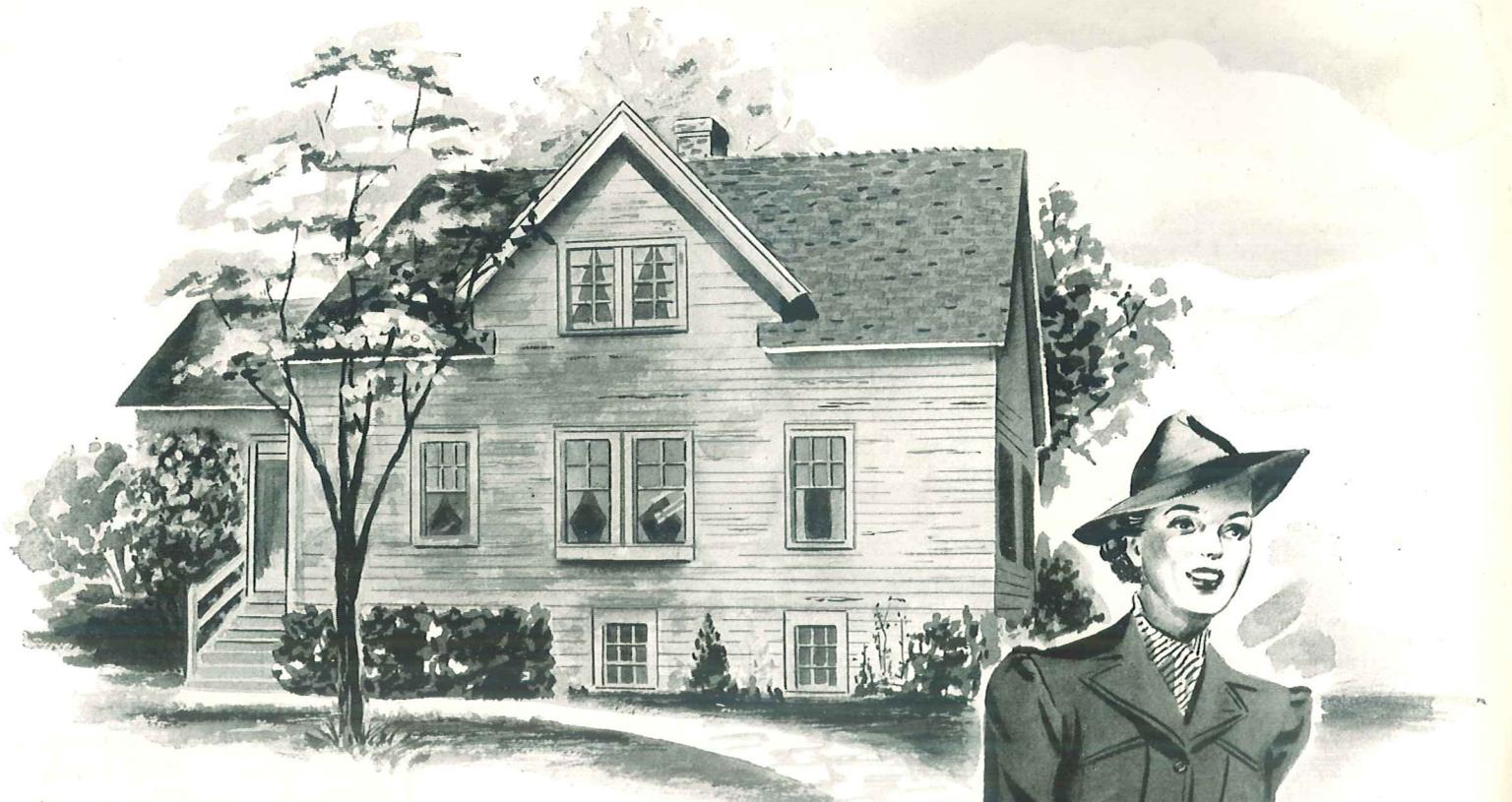
(Continued on page 8)

No skeletons in these closets

"Undress" a good house and you'll find—not skeletons in its closets—but Certain-teed ways to keep it young. Whether you're building or buying, you would be wise to use this "cutaway" sketch as your guide to a good home.



1. Certain-teed (CSI) Asphalted Sheathing (Asphalt Coating exposed)—for roof and walls.
2. Certain-teed (CSI) Asphalted Sheathing (Aluminum Surface exposed)—for roof and walls.
3. Certain-teed (CSI) Insulating Board—for walls, floors, etc.
4. Certain-teed (CSI) Tile Board—for ceilings and decorative surfaces.
5. Certain-teed (CSI) Finish Plank—for interior decoration.
6. Certain-teed (CSI) Mouldings—for interior decoration.
7. Beaver Cypsum Lath or Certain-teed (CSI) Key Lap Lath or Asphalted Key Lap Lath—for plaster base.
8. Certain-teed "Plastisized" Plaster—for base coat.
(Gauging Plaster)—for Finish coat.
9. Bestwall Gypsum Wallboard.
10. Bestwall Grain Board—for walls and ceilings.
11. Certain-teed Asphalt Shingles—for roof.
12. Certain-teed Brick-Tex Siding—for exterior siding.



PART 2

Mrs. Smith goes to Town

And Thereby Sells Mr. Smith "The Works"

SCENE: *The Smith house, an average American home, constructed in the early part of the century. Seen from the outside, it bears a slightly run-down "old" look. Inside, you'll find a pleasing accent on "hominess". Seeing their home, you'll certainly want to meet the Smiths. You're just in time, too, for that's Mrs. Smith entering the living room now. The telephone rings.*

MRS. SMITH: Yes? Oh, Hello, Richard. You'll be home at five-thirty? Good! I've great news! It happened at bridge club today . . . Sara Sidney gave me the facts; and I was so bowled over that I left early and rushed straight downtown. . . And what she said is true, Richard. We can do it . . . and a good job, too. I'm so thrilled. . . No, I won't tell you till after dinner. It's a surprise. Goodbye, dear, I smell something burning."

(That evening, the Smiths had meat pie and strawberry shortcake for dinner, Richard's favorite dishes. Young Dickie ate his short-

cake too fast, as nine year olds shouldn't do—and 14 year old Barbara sniffed disapprovingly. Dinner over, Mrs. Smith shooed her family into the living room.)

MRS. SMITH: Now for my big surprise.

MR. SMITH: Let's skip the build up this time. You played bridge. Then you went to town. Next?

MRS. SMITH: Dickie, put back that andiron. I saw a man—and he showed me how we could do it.

BARBARA: Do what, Mother?

MRS. SMITH: Have a new home.

MR. SMITH: (*Sitting up and taking notice.*) A new home! For

Pete's sake, Marie, do you think money grows on trees? We're not leaving this house! It's plenty good for us!

MRS. SMITH: I didn't say build. I said have a new home. We're going to remodel. Now Richard, listen to me. I have the floor.

(Years of turning minority struggles into majority landslides for her church, club and PTA have equipped Marie Smith with the capacity to handle this domestic crisis with surpassing skill. Now she stands and delivers.)

MRS. SMITH: Richard, we've lived in this house for 16 years. And in all that time I don't believe you ever took a real good look at the place.

MR. SMITH: Now, Marie, I have, too. Don't be . . .

MRS. SMITH: Tomorrow go out in the street and look the place over. Take a good long look. And here's what you'll see. First, you'll see an old weather beaten, shabby roof. You won't see the leaks in it, but they're there, just the same. You'll see a roof that eats up tons of coal every winter.

MR. SMITH: I'll admit we need a new one, but . . .

MRS. SMITH: But that's not all. Come along you three. The Smith family is going to make a tour of

"For Pete's sake,
Marie, do you think
money grows on
trees?"



the house. First, the basement. . .

(They troop downstairs. She continues speaking.)

We ought to be ashamed, Richard, letting a big nice basement like ours go to waste. Why as it is, it's just an old dust bin. But not for long! The Certain-teed Dealer—he's the man I saw downtown today—gave me a picture that shows you about how it'll be. Look! (She holds out a picture.)

BARBARA: Oh, mother, a recreation room. How glorious for dances.

DICKIE: Boy, what a spot for our Lone Ranger Club meetings. Hi-Yo, Silver!

MRS. SMITH: It's high time, Richard, we considered our children's needs. They'll stay home, as they grow older, if you and I provide the proper kind of home. We just can't let our house grow old—we've got to keep it young, for their sakes . . . and ours.

MR. SMITH: Yes, but how do you get this (*pointing at picture*) from that (*indicates basement*)? It'd take plenty of materials and labor and lots of cash, too.

MRS. SMITH: With very little labor or cash, if you please. We'll use Certain-teed Bestwall. It's the nicest, cleanest, smartest wall board you ever saw. But before we discuss any details, let's continue the inspection tour. Upstairs, all!

(They climb.)

MRS. SMITH: Dickie, please don't hang over that banister. Do you remember this room, Richard.

MR. SMITH: Remember it—of course I do . . . it's Dickie's bedroom.

MRS. SMITH: Well—do you also remember that before Dickie was born it was our guest room. And now when Grandma visits us poor Dickie has to sleep downstairs on the daybed. Maybe it's my pride, Richard, but I want my guest room back.

MR. SMITH: Sure, but where in dickens will Dickiego go?

MRS. SMITH: (Opens a door.)

See that stair? That, in case you've forgotten, leads to a poor deserted place called the attic. But do you know what a few pieces of insulation board can do to it? Why that attic room can, for a few dollars, be absolutely the best boy's bedroom in this town. It can be even better than this. Look! (She shows them another picture, of a boy's bedroom, obtained from the Certain-teed dealer.)

DICKIE: Wrap it up. I'll take it. That's just that I need, a bunk.

MR. SMITH: Now—just wait a minute everybody. I want to get straightened out. Let's see now—we put on a new whatchamacallit roof first.

MRS. SMITH: It's Certain-teed, not whatchamacallit. And I even know the style—Woodtex Asphalt Shingles. They're simply beautiful, dear.

MR. SMITH: (Admiringly). What a woman! OK—then next we build your Certain-teed playroom in the basement.

MRS. SMITH: More than a playroom. Why I'd invite the mayor's wife down there when we get our Bestwall up. And think how cool it'll be this summer!

MR. SMITH: All right. And then we finish off the attic for Dickie's bedroom with whatsisname. . .

MRS. SMITH: Certain-teed Structural Insulation Board, dear.



"It's high time, Richard, we considered our children's needs."

MR. SMITH: Is that all?
MRS. SMITH: While we're at it, the sides of the house need fixing, too. It's either put on a lot of new clapboards and a new paint job—or else have Brick-tex siding nailed right over the old siding. Personally, I like the Brick-tex best. It looks just like real brick. It's fire-resistant, too.

MR. SMITH: Does whosis make that, too?

MRS. SMITH: Yes, you'll see samples of everything I've mentioned when you visit the Certain-teed man tomorrow.

MR. SMITH: That will be just dandy. Now, would you solve me just one more little problem . . . how does it all get paid for?

MRS. SMITH: I knew you'd ask that! Only today I told the Certain-teed man that would be your first question.

MR. SMITH: And I suppose he said to go pick some money off a tree?

MRS. SMITH: I can see, Richard Smith, that you've made up your mind it's going to cost more than we can afford.

MR. SMITH: You're a mind reader, mother.



"Does whatchamacallit make that, too?"



"Mother, may I have a party when our new house is finished?"

MRS. SMITH: Tomorrow morning you're going straight down to the Certain-teed dealer. He'll show you how good it is. When the best architects and builders in the country use it—prefer it—then it's good enough for me.

BARBARA: Mother, may I have a party—and invite the whole sorority—when our new house is finished?

MRS. SMITH: Of course, dear . . . Wait a minute. Not unless you take that ghastly red polish off your nails, young lady. You sneak it on everytime I go to town.

MR. SMITH: You certainly did go to town today, Marie. Guess I'd better look the old place over good tomorrow. Maybe there's more work needs to be done. Can't depend on a woman to see everything.

DICKIE: (*Horrified.*) Gee whiz! The radio serial! I missed it again.

MRS. SMITH: So you have . . . But you got yourself a new bedroom.

MR. SMITH: (*Proudly.*) And we found a new house—just as you said we would, mother.



"A recreation room in the basement! Oh, mother, how glorious for parties."

MRS. SMITH: Prepare to be amazed, then. Remember that second hand car you bought last year? And what a great bargain you thought it was?

MR. SMITH: (*Now on the defense.*) It was a bargain. The best I . . .

MRS. SMITH: Good. Because all this work on our old home—making it over into a new young home—costs no more a month than that car.

MR. SMITH: You must be mistaken, Marie. It doesn't sound possible. Women always get figures mixed up.

MRS. SMITH: But it's true! Of course, the Certain-teed Man won't know exactly until he measures the place—but he said his guess wouldn't be far wrong.

MR. SMITH: (*Beginning to see the light.*) Sa-a-y, we might swing it at that. But, are you sure this Certain-teed stuff is good—costing so little, I mean?

THE HARRISONS LOOK HOMeward

(Continued from page 5)

guided us from confusion to Certain-teed."

"That's not my luck," she said ruefully. "This lovely home has gotten me all confused again."

"How's that, Mrs. Harrison," the Certain-teed Counselor asked.

"Well, I'd made up my mind to leave our attic room unfinished. But you've completed yours so beautifully I want one just like it."

"Thank you, Mrs. Harrison. All it takes is some Certain-teed Bestwall. Glad you like the room."

"Hold on there—we're not doing an attic room now," Peter declared. "We're saving that room for Susan. She'll do her own decorating when the time comes."

"Who on earth's Susan?" demanded Cynthia.

"You should know. She's scheduled to be Pete's young sister—the second of a long line of Harrisons."

"She is—is she? Don't be so 'Certain-teed' of that, Peter Harrison. I've decided our next one will be a boy."

The Certain-teed Counselor chuckled. "You folks have the right idea," he said. "Raising a fine family—putting your family into a good home—that's the spirit that keeps our country on top of the world."

"That's what we figure, too," Peter said seriously. "We believe that our job as parents is to bring up our kids in the American way. And to our way of thinking that means—*live in a home of your own.*"

A complete description of all the Certain-teed products mentioned in Parts 1, 2 and 3 will be found on pages 11 to 23.



PART 3

Which comes first-

**THE HOME OR
THE HENHOUSE?**

**A Farmer's Wife Asks, the Certain-teed
Counselor Answers, this Vital
Farm Question**

Young Mrs. Trent was on the porch when the light truck stopped in the barnyard. She recognized the man coming up the walk and called to her husband.

"Come on out, Ed. Here comes the Certain-teed Man."

The Trents enjoyed a warm friendship with the Certain-teed Man, dating back some seven years, when they were newly-wed youngsters with more courage than cash. The buildings on the farm they had inherited were old and rundown, needing all sorts of improvements. The Trents felt pretty hopeless about the whole thing, when along came the Certain-teed Man with a "fixing up" plan that pulled them through.

Now Ed Trent thrust a tanned hand at his old friend.

"About time you dropped in, stranger," he grinned.
"What do we need now?"

"Afternoon, Ed. Afternoon, Mrs. Trent. Say, you two have worked wonders with this place." The Certain-teed Man glanced admiringly around at the small attractive home, the clean-swept farmyard, the spic and span hay barn, chicken and livestock houses. "When I recall the wreck this place was when you took over—I take off my hat." He peered up at the roof of the house. "My, but those Certain-teed Shingles do keep their color year after year. How's that roll roofing holding up?"

"So good I've clean forgotten about it," Ed Trent boasted. The darn stuff just won't wear out."

"Seems to me, Ed, I ought to be sending you a load of Bestwall to finish off your washroom; and certainly a few bundles of CSI Board to insulate your henhouse."

"That's not such a bad idea, Ed," Lucy Trent said. "Remember how our egg production dropped way down last winter? Maybe the birds were too cold to lay. In fact, the county agent was showing me some studies



"The Certain-teed man showed us a Fixing-up plan."

that proved insulation paid for itself."

The Certain-teed Dealer chuckled as he joined the two on the porch. "You're certainly not like the lady

I saw this morning, Mrs. Trent," he said. "She raised quite a rumpus when her husband talked about insulating his henhouse."

"Why?" Ed Trent asked.

"Sit down and rest your feet," Mrs. Trent suggested, finding a match for the older man's pipe. "Now tell us."

* * *

... It was an old couple over Valley Spring way, the Certain-teed Man began. He'd called at the store one Saturday, talking improvements. But all he mentioned was the farm buildings, not the house.

This morning, I drove out there. He was still interested, and I showed him Certain-teed ways to fix his old wood silo and chicken house—and specially his dairy barn—he had a good-sized herd of holsteins. I figured the costs. "If that's all," he says, "I can manage the cash to swing it."

"You won't regret it," I tell him—but it turns out I'm wrong. Because right then the kitchen door slams and out comes his wife. And is she hot and bothered.

The Certain-teed Man re-lit his pipe and after a glance at Mrs. Trent's spotless porch floor, put the burnt match in his pocket.

That woman certainly did have a sharp tongue in her head, he continued. "I know what you're up to, Pa," she hollers. "You're figuring to put all *our* money in *your* old buildings, aren't you?"

My prospect was very meek at this point. "Now, Susannah," he says, "I was just discussing some necessary repairs with the Certain-teed Man. My cow barn, for instance, is in a terrible state."

But that didn't help any.

"Pa, I declare you think more of those cows than you

do me," she shouts, Pa being a little deaf. "Sure, you'll give them a nice new house—and yet you don't care what kind of a home *I* live in."

"But, Susannah, we got to . . ."

"Got to nothing," she complains. "Look at that roof. Who crawls out of a warm bed to set pans under the leaks every time it rains? Yes, and me with my rheumatism, too. And who has to apologize for this old house every time company comes? If you got any money to spend, I say fix up *my* house and let *your* cows and chickens do without for once."

The old fellow turns to me and speaks real low. "A woman just can't understand why *my* farm buildings come before *her* house. You see, Susannah," he explains, speaking louder, "cows and chickens, and all these buildings are our business . . . our moneymakers. We can't afford to let them run down."

While she was taking a deep breath, I put in my two-bits worth. After all, it was my sale she was killing.

"Maybe," I tell Pa . . . "maybe I can show you Certain-teed ways to fix up your business and the Missus' home at one and the same time."

"How?" they cry with one voice. "We ain't bankers."

"First, we'll dress up the house. We'll put asphalt shingles—any color you like, ma'am—on the roof. For the siding, we'll turn your home into a new brick house, just like magic. Not really brick, of course, but Certain-teed Brick-tex that looks just like it. Why, we'll even fix up a spare room real nice with Certain-teed Bestwall—and maybe repair any cracked walls and ceilings with Plaster. It being a slack time, you and the hired man could do the work yourselves."

"Hey," the old man snaps. "That's all *her* stuff. You ain't leaving nothing for *me*."

"It's your turn now," I console him. "We already decided on Super-Certain-teed Roll Roofing for the cow barn and Certain-teed tarred felt for the chicken house roof, with Certain-teed Structural Insulation on the sides to keep your hens laying and your cows contented. That CSI Board is termite and rot proof, by the way. Also we figured on asphalting that old wood silo."

"Now you're talking," he says.

"We already checked costs on your part of the job—and you were all set to pay cash—right?"

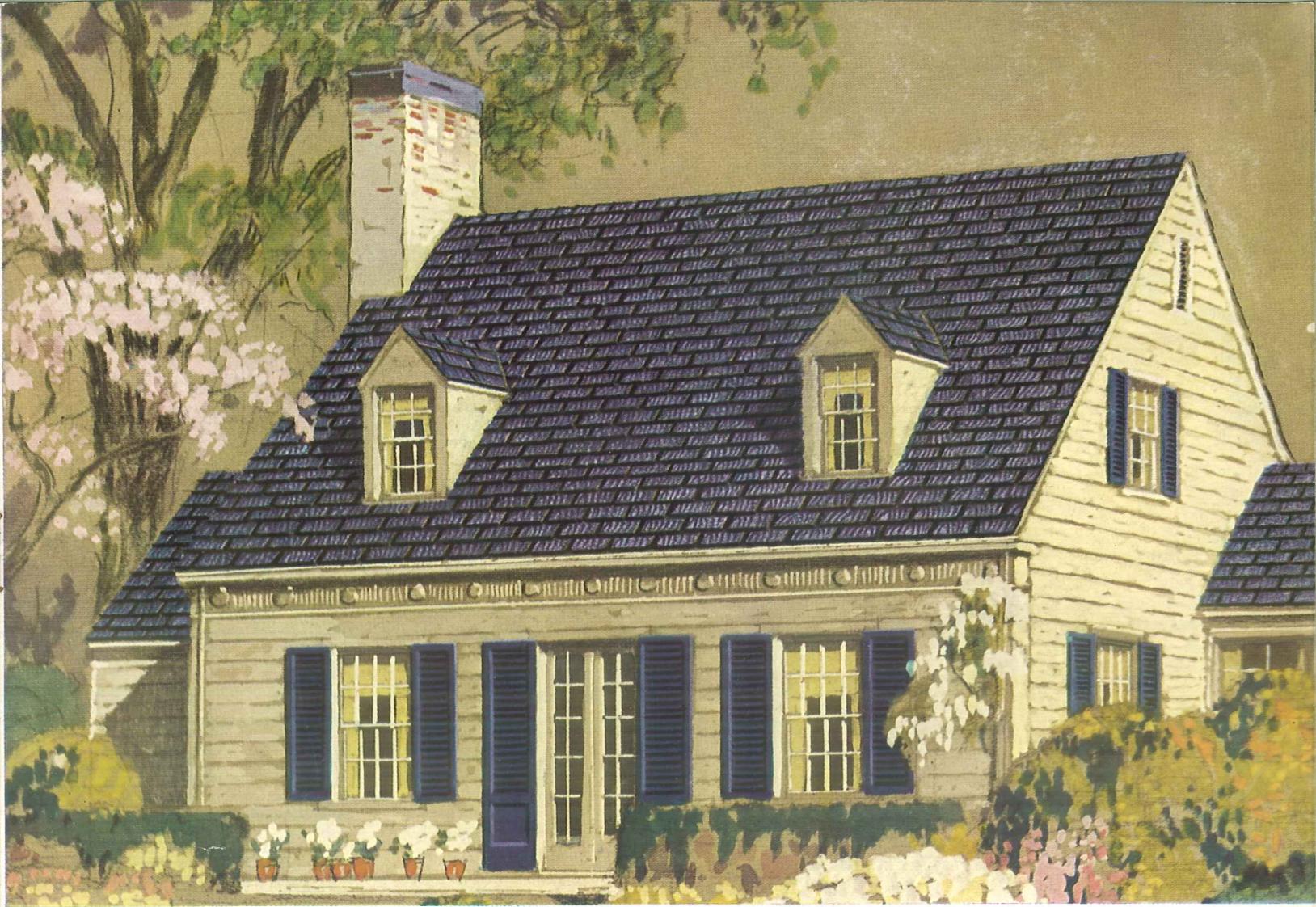
"Yes," he's still doubtful, "but that's all the ready cash I can lay hands on till I harvest my wheat crop."

"So, we fix up the house like a palace for Mrs. Susannah—she deserves that—and also improve your buildings—and we'll use your original cash payment as a down payment on the whole shebang. You pay the rest conveniently out of income from milk and egg money—or set up a finance plan payable at harvest time."

(Continued on page 22)



"'Round here they call me the Certain-teed Building Counselor."



PART 4

Certain-teed Ways TO KEEP A GOOD ROOF OVER YOUR HEAD

A roof, says Mr. Webster's dictionary, is the cover of a house. It should also, we might add, keep out the weather.

If women were as coldly unpoetic as Mr. Webster, however, a gingham dress would serve just as well as a Paris-inspired gown.

So it is with your roof. That it will shelter you against rain and wind and snow is not enough.

Just as a new hat gives life and spirit to a woman, so will your Certain-teed roof add richness and character to your home. It can be colorful as an actor's tie or as conservative as your banker's blue serge suit. It can glow with the brightness of a sky in June or reflect sombre lights and shadows reminiscent of a fine old weathered castle. It's no wonder so many architects specify Certain-teed roofs. The wide choice of colors, textures and shapes appeals to their creative spirit.

Certain-teed shingles are made on a base of asphalt impregnated felt. That is important to you because no other type of roofing material combines so well these four basic needs: (1) Weather-proof; (2) Low Cost; (3) Fire Resistance and (4) Good Looks.

Of all asphalt roofing only Certain-teed manufactures

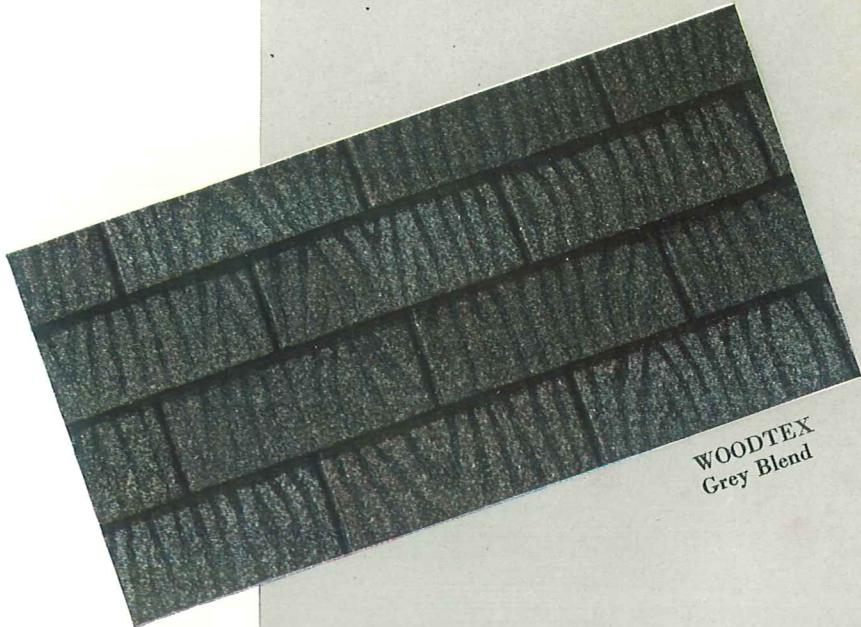
by the "Millerizing" process—which forces asphalt completely through the felt base to insure greater wear. "Millerizing" is a Certain-teed way to add many long years of care-free service on your roof.

When you make your style choice, too, it is a comfort to know that ten million home owners have already backed your judgment in Certain-teed.

As one of the largest roofing manufacturers in the world, Certain-teed offers you other advantages as well. Through our large volume we are able to effect manufacturing economies which are passed on to you in the form of better roofs with a greater choice of styles and colors.

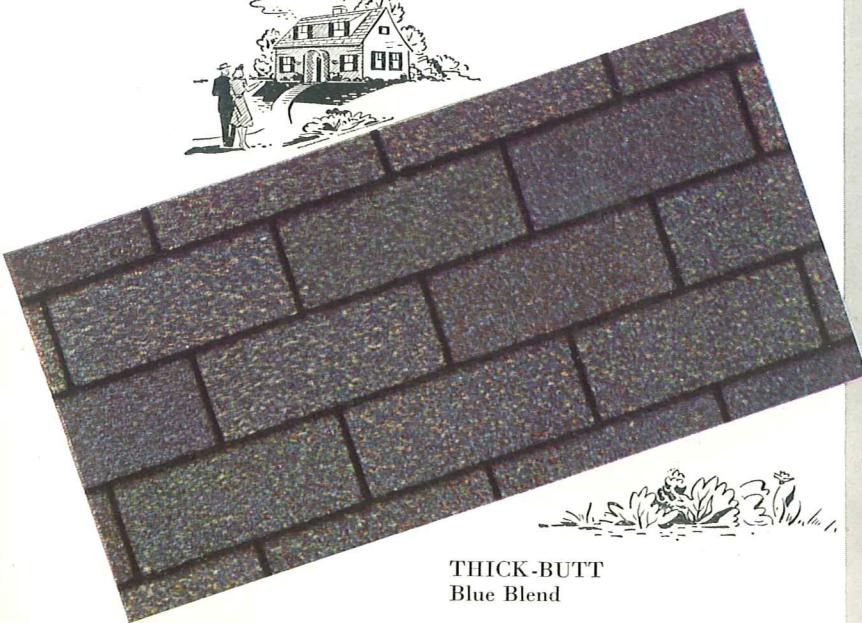
On the following pages are pictured a few of the Certain-teed styles. You will be pleased to know that anyone of them can grace your home for only a few cents a day. For exact costs, call your Certain-teed Roofing Counselor. He will show you actual samples from which to make your style choice.

Once you have learned all those details, you too will understand why so many homeowners say "Above all, Certain-teed."



A New England vacation gave birth to Woodtex, the aristocrat of asphalt shingles. One of our Certain-teed designers, fascinated by the weathered beauty of a century-old shingled cottage on the Massachusetts coast, was inspired to reproduce the deep shadowline of the hand hewn shingles, which had known no paint but time.

His research brought two ages together, for he succeeded in creating Woodtex, a rugged, heavy shingle that's a favorite with architects for its "antique" character captured in modern asphalt. An extra layer of asphalt and granules is built up and "grained" to intensify the deep, lovely shadow lines. That also gives you the greater protection that goes with a heavier shingle. In soft blends of blue, green, gray, red, and brown, there's a Woodtex shingle to suit every type of home.

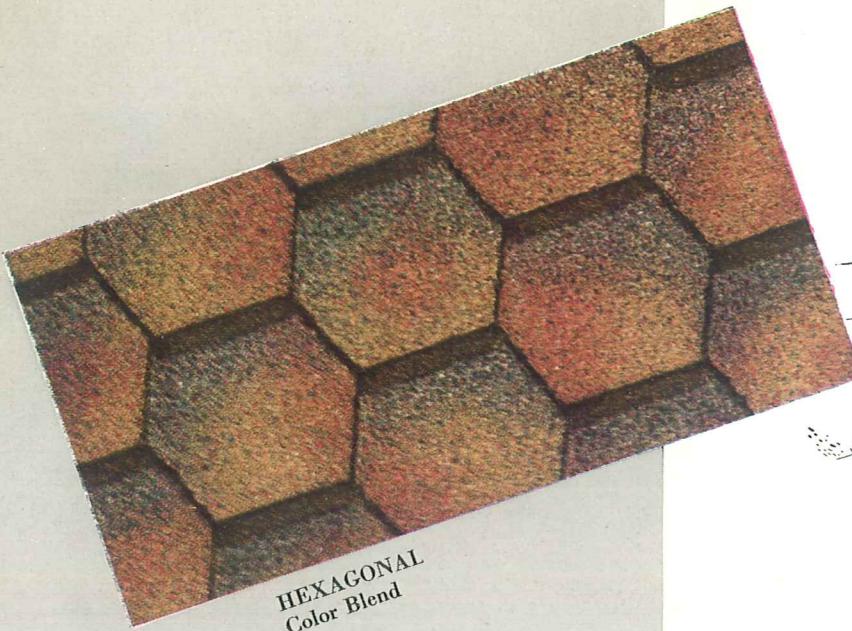


**If you like fine old
weathered roofs, you'll love
WOODTEX
Asphalt Shingles**

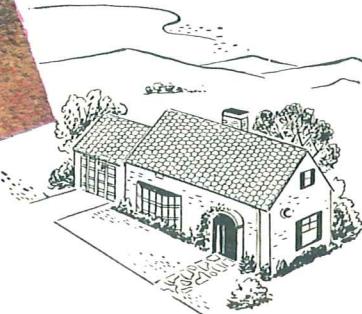
**For deep-shadowed beauty,
shelter your home with
THICK-BUTT
Shingles**

You can take a lot for granted when you beautify your home with Certain-teed Thick-Butt Shingles. The price, you'll discover, is very attractive. And years from now you'll still be bragging about their long and inexpensive life.

So let's take Thick-Butt quality as a matter of course, and consider eye-appeal. First, they've a massive look, emphasized by beveled edges. Also, the shadow line is deep and authentic —then too, each of the ten colors is strikingly beautiful. A Thick-Butt Asphalt roof, in short, is certain to give you, your pocketbook, and your home an extra-special treat.



HEXAGONAL
Color Blend



HEXAGONAL Shingles

**... in glowing colors and
a pleasing pattern**

Your Self-Locking UNIVERSAL ROOF

**gives you protection
at a low cost**

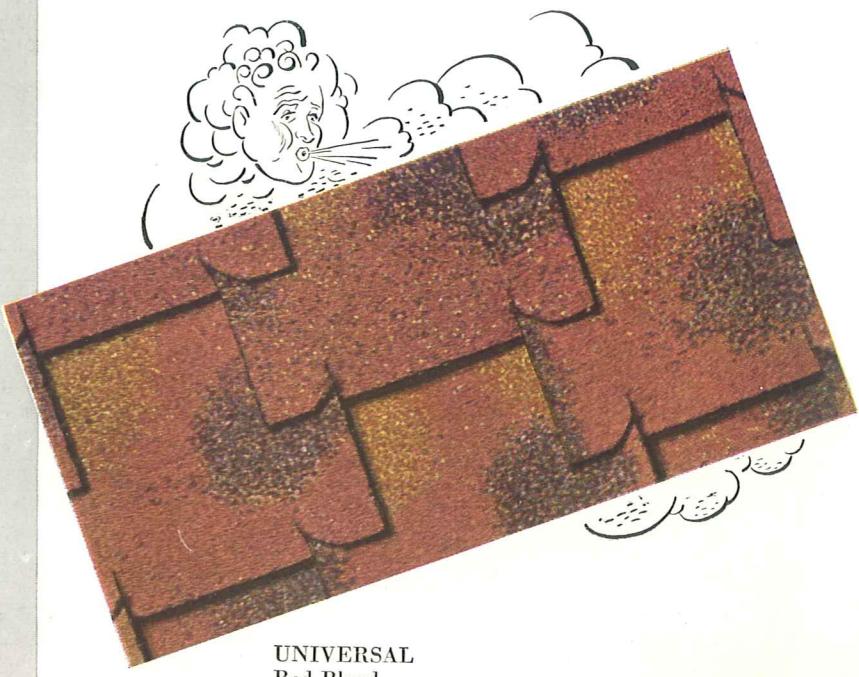
Is your home exposed to the gales that rock the coastline? To the swirling gusts that plague the mountains? Or to the steady blows that sweep the prairies? In any kind of weather, Self-Locking Universal shingles stay on top. The picture shows how the two end tabs clamp one shingle to the other.

And even if the wind never blew in your neighborhood, you'd still want Universals for their bright and cheery good looks. Like all Certain-teed shingles, they are available in a wide variety of plain and blended colors. Noted the country over as a fine "re-roofing" shingle, Universals are also famous for their low price.

Introduce your roof to the six-sided charm of Hexagonal shingles. Their pattern, especially, is pleasing to the eye. Your Hexagonal roof forms a charming, symmetrical design that'll inspire you to give three cheers for geometry.

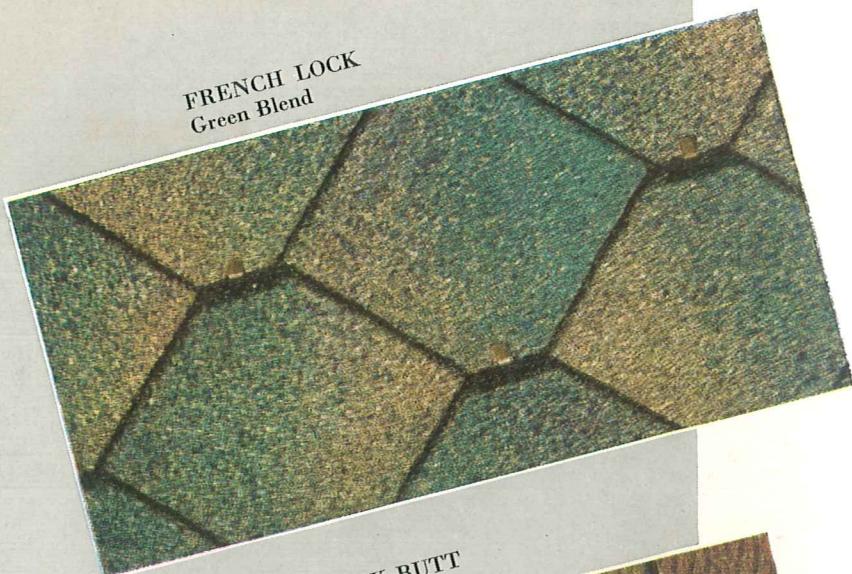
Those two extra sides on each shingle also increase the cool shadow area, which in turn gives a fine feeling of depth and richness to the glowing Certain-teed color blends.

And speaking of color, just wait till your eyes rest on the actual samples presented by your Certain-teed Roofing Counselor. Imagine, not one, but three choices of red; three of green; black; a sparkling multi-color blend; and purple slate. And the price on Hexagonal shingles is just as pleasing as their appearance.

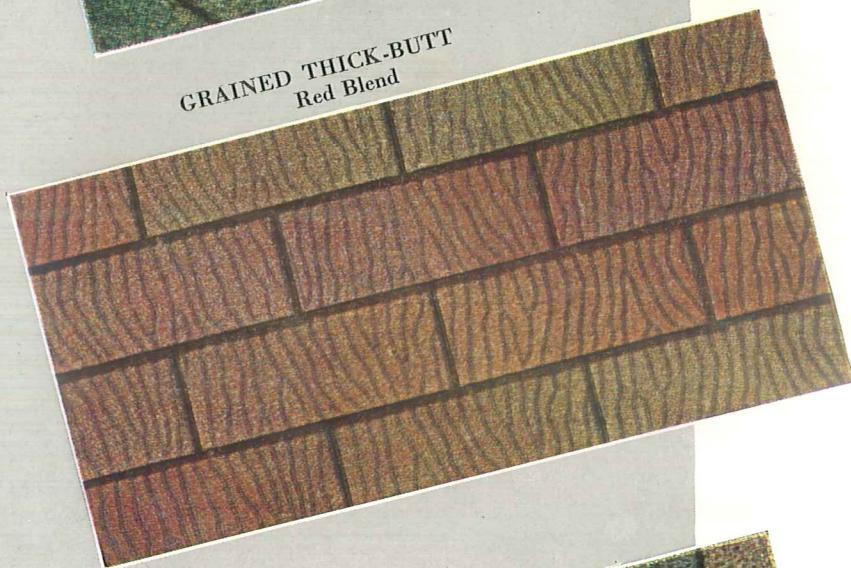


UNIVERSAL
Red Blend

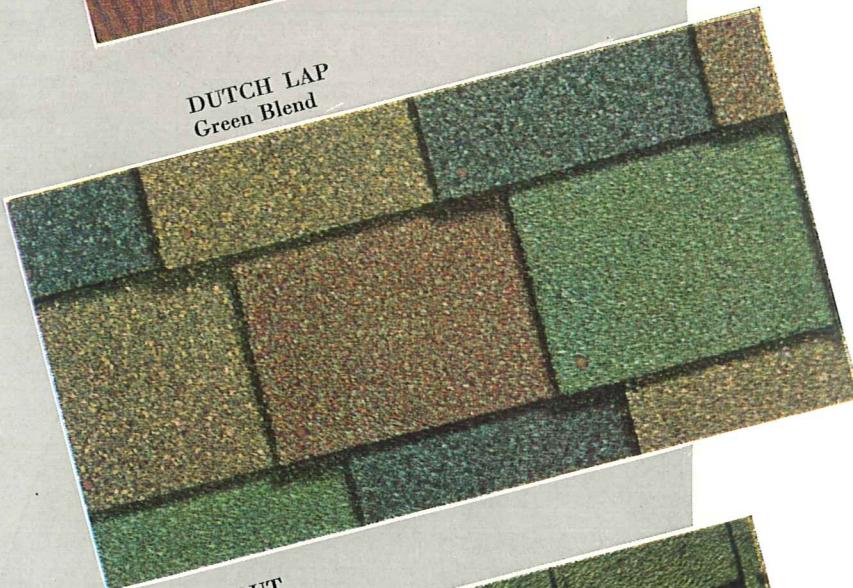
FRENCH LOCK
Green Blend



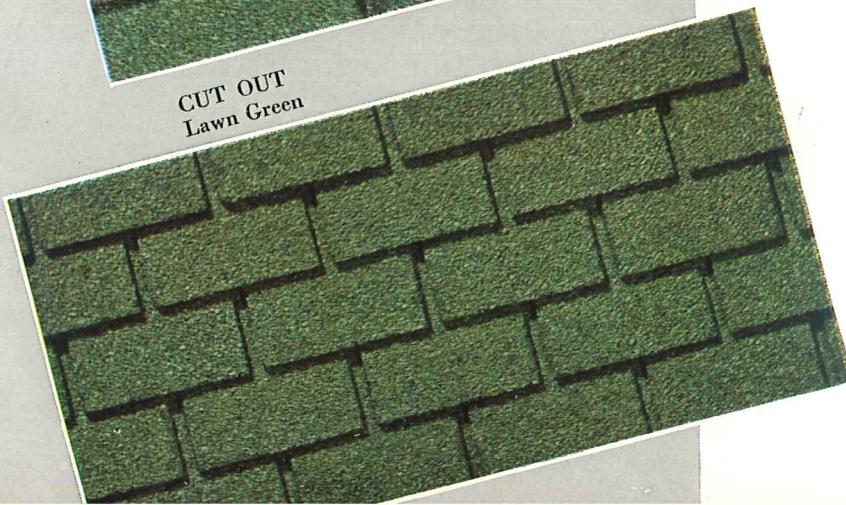
GRAINED THICK-BUTT
Red Blend



DUTCH LAP
Green Blend



CUT OUT
Lawn Green



**Cover up your old roof with
FRENCH LOCK SHINGLES**

Like most Certain-teed styles, French Lock Shingles may be applied right on top of your old roof. They lock tight to resist wind and keep out water.

Make a style-note of this!

GRAINED THICK-BUTT SHINGLES

Noted for shadow line and embossed texture, Grained Thick-Butt shingles provide a low-cost way to put glamor overhead.

**A Few Cents a Day
Keeps Rain Away**

It's easy to buy a Certain-teed roof. On convenient payment plans offered by most of our Roofing Counselors, the cost to you is but a few cents a day. What's more, your fire-resistant Certain-teed Roof will spare you bills in paint and repairs for many years to come. Why not call your Certain-teed Roofing Counselor for an estimate today? He will also show you actual samples of the styles pictured here, as well as many others in the Certain-teed line.

For color that thrills!

DUTCH LAP SHINGLES

In hues worthy of a painter's palette—and for good measure, at prices any budget can stand—that's Dutch Lap for you!

**Dress up dowdy roofs with
CUTOUT SHINGLES**

A Certain-teed way to protect and beautify your most precious possession—your home!

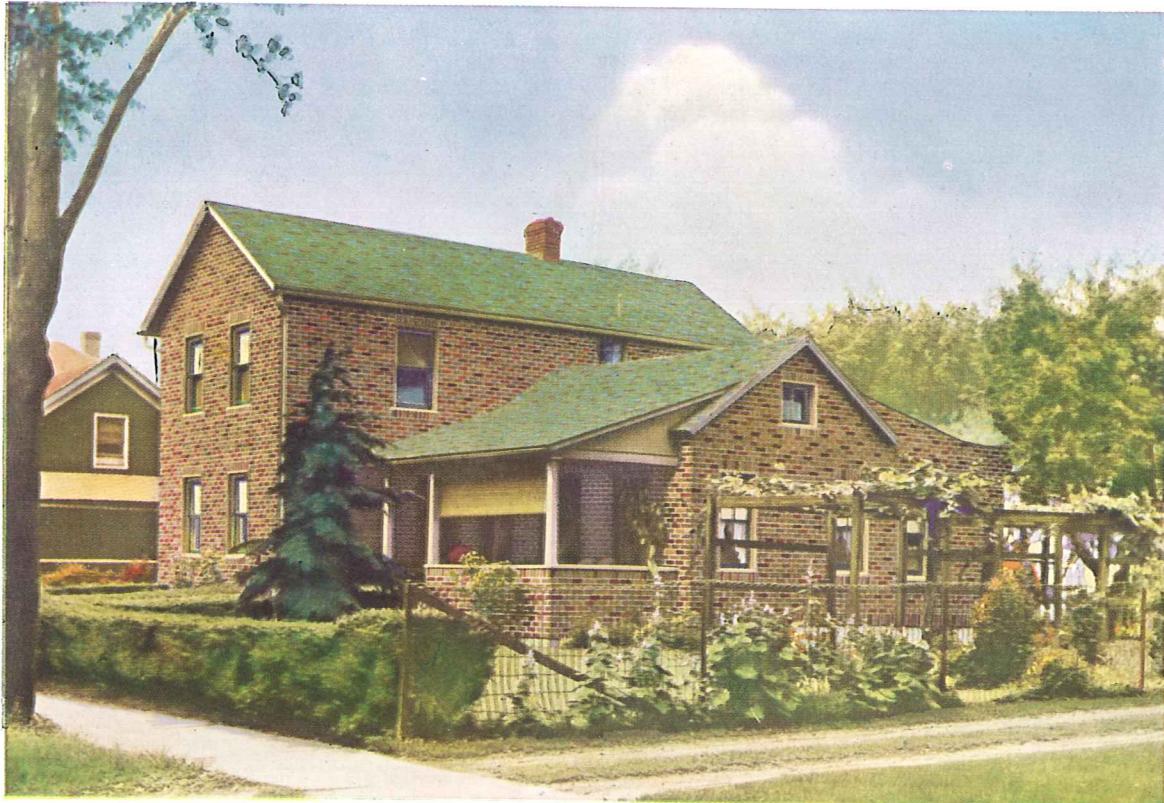
STORY OF A HOUSE THAT WENT TO THE BEAUTY PARLOR

or..How to make your
old house young with
Brick-Tex Siding



ONLY YESTERDAY.. LIKE THIS

Today—A THING OF BEAUTY • THANKS TO **BRICK-TEX**



Here's the answer to an old house's prayer—give it a new "facial" with Certain-teed Brick-tex Siding. It's made just like asphalt shingles, but looks like brick. Applied right over old siding, Brick-tex costs little more than a paint job—and never needs paint itself.

Besides good looks, there's another great big plus to Brick-tex. You also get added protection against weather—both in winter and summer. Consider fuel savings alone, and you're certain to be right with Brick-tex.

Your Certain-teed Roofing Counselor can give you costs on Brick-texing your home that will inspire you to action.

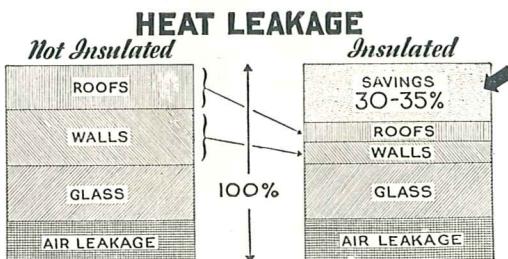
**CERTAIN-TEED
STRUCTURAL
INSULATION**

The Certain-teed Way



Decorations from W. & J. Sloane,
New York

The practical decorative virtues of Certain-teed Structural Insulation are handsomely demonstrated above. Ivory and brown burl.



The above diagram graphically shows the possibilities for fuel savings when Structural Insulation is specified . . . Since each C-S-I product serves two purposes—builds, damp-proofs or decorates as it insulates—these savings are a plus advantage to the home-owner.

INSULATES—DECORATES— ADDS STRENGTH

Whether you're building or remodeling, modern insulation is a "must" for your home. And while you're protecting against heat, cold and noise, you can also add the plus benefits of Certain-teed Structural Insulation (CSI).

CSI does more than insulate; it also adds structural strength—and for interiors, it provides a surface that's a decorator's delight.

3 WAYS TO USE CSI

(1) To restore and insulate shoddy cracked walls and ceilings, apply CSI

Board right over the old surface. Choose from 3 soft, lovely tones: smooth-glazed Natural, Ivory, or Brown Burl. The surface is "paintable".

(2) To provide insulation plus a base for plaster walls, use CSI Key Lap Lath. That gives you what the experts call "continuous insulation." To add moisture protection and a vapor barrier to your plaster base, build with CSI Asphaltated Key Lap Lath. It's treated on one side with asphalt and aluminum to resist moisture vapor.

(3) Insulate between exterior and interior walls with CSI Asphaltated Sheathing. It provides vapor barrier, insula-

to make your home stay..

**WARM IN WINTER
COOL IN SUMMER
QUIET ANY SEASON**



Certain-teed Structural Insulation turned what was once an attic into this good-looking boys' room. Brown burl finish.

*Decorations from W. & J. Sloane,
New York*

tion and structural strength without closing up valuable "breathing space" between the walls.

MAKES OLD HOUSES YOUNG

If you own an old house, you'll find many attractive uses for CSI. Decorate walls and ceilings in smart modern squares, for instance, with CSI Tile Board. Use CSI Moulding and Plank for decorative trim and panels. Any "unfinished" room, such as basement or attic, can be made livable and lovely with CSI magic.

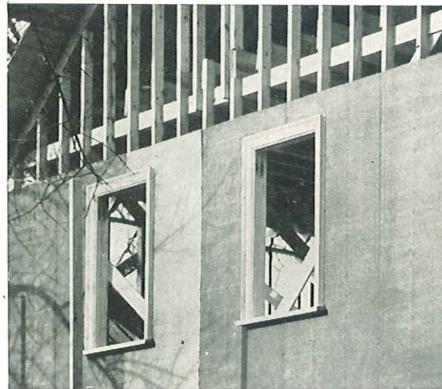
INCREASES FARM PROFITS

On the Farm, there are dozens of

profitable uses for Certain-teed Structural Insulation. Dairy cows, poultry and hogs yield more income when protected against cold and heat with insulation. Market produce stores better, keeps longer in well-insulated rooms. And many farmers appreciate the economy of CSI because they can apply it themselves.

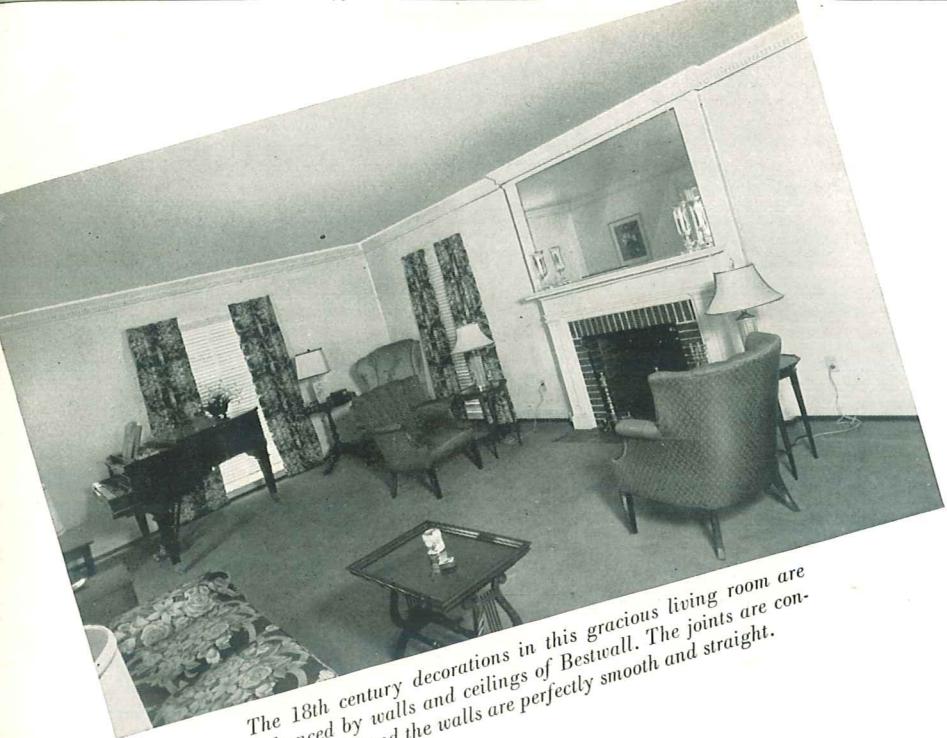
COSTS LITTLE—SAVES A LOT

Ask your Certain-teed Counselor for details, costs and samples. You'll be amazed at the reasonable cost of insulating with CSI. And taking the long range view, that cost is usually returned out of the extra fuel you save.



CSI Asphalted Sheathing does three jobs at one low cost: it insulates, forms a vapor barrier, and adds structural strength.

FOR PERMANENT



The 18th century decorations in this gracious living room are enhanced by walls and ceilings of Bestwall. The joints are concealed and the walls are perfectly smooth and straight.

Makes New Houses Stay

Young . . .

Makes Old Rooms Young Again



At left you see a cellar "in the raw," visited by no one except the furnace man. At right, the same cellar after the owner discovered Bestwall. It's a playroom and entertainment center now, and easily the most popular room in the house, thanks to a small investment in Bestwall.

Yes, there is a smart-looking wallboard that is *permanent*—that can be speedily installed at minimum expense.

That convenience is made possible by Certain-teed Bestwall, a hard, smooth wallboard with a fireproof gypsum rock center.

Bestwall is built to give long, satisfactory service—and its smooth surface, with no visible joints, is a joy to decorate. Cover it with wallpaper, paint, calcimine, or enamel.

Remodeling calls for Bestwall, because it's easy to apply over old walls. So many builders of fine new homes specify Bestwall because of its tested uniform quality. For those who are considering any type of "dry wall construction," Bestwall is the best bet.



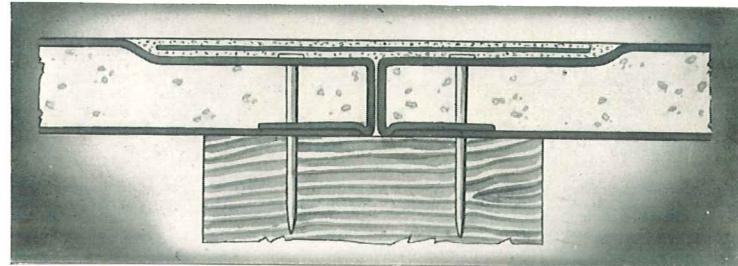
No, that's not high-priced ceramic tile in the bathroom—it's inexpensive Bestwall Tile Board. You can dress up your kitchen, bath or breakfast nook for a song with Bestwall.

WALLS AT A SAVING . . .

Use Certain-teed BESTWALL*
the original gypsum wallboard



See how joints are concealed by using tape and finisher on Recessed Edge Bestwall. It is this feature which helps make this permanent Certain-teed wallboard so popular for every room in the house.



This cross-section of Bestwall "on the job" shows why the joints are so strong and permanent. After nailing the sheet to the studs, the recessed edges are reinforced with tape, and then finished so that a smooth, continuous surface is formed—with no joint cracks showing.



**Now! The Beauty of
Knotty Pine or Walnut
Paneling in Fireproof
Bestwall**

**For Playrooms,
Libraries, Dens, Bars,
Sunrooms, etc.**

(Above:) Exact Reproduction of
KNOTTY PINE Finish

The character of knotty pine — plus the strength and fire protection of gypsum rock—that's Bestwall's newest decorating sensation. In square edge sheets only.

(Left:) You can't tell it from
genuine AMERICAN WALNUT

The rich brown tone is there—the fine walnut grain is exquisitely reproduced. Now you can enjoy, inexpensively, the effect of a walnut paneled room with Certain-teed Bestwall. In square edge sheets only.

*REG. U. S. PAT. OFFICE



LEADING ARCHITECTS SAY

"And the walls shall be

USE FIREPROOF BEAVER GYPSUM LATH

"What shall be the plaster base?" is a question that answers itself when you compare the properties of Certain-teed's Beaver Gypsum Lath with other lath bases.

Check the fire-safety of gypsum. Then consider the extra savings (as much as 20%) in plaster and labor, due to the solid, specially treated surface. Next compare rigidity, permanence, and beauty of the finished wall. Then you, too, will agree with leading architects who consider Beaver Gypsum Lath the finest of plaster bases.

To add reflective insulation, use Beaver Insulating Gypsum Lath, with metallized surface. For exterior walls, second story ceilings, or underside of roof. Its polished aluminum surface turns back 90 to 95% of the radiant heat.

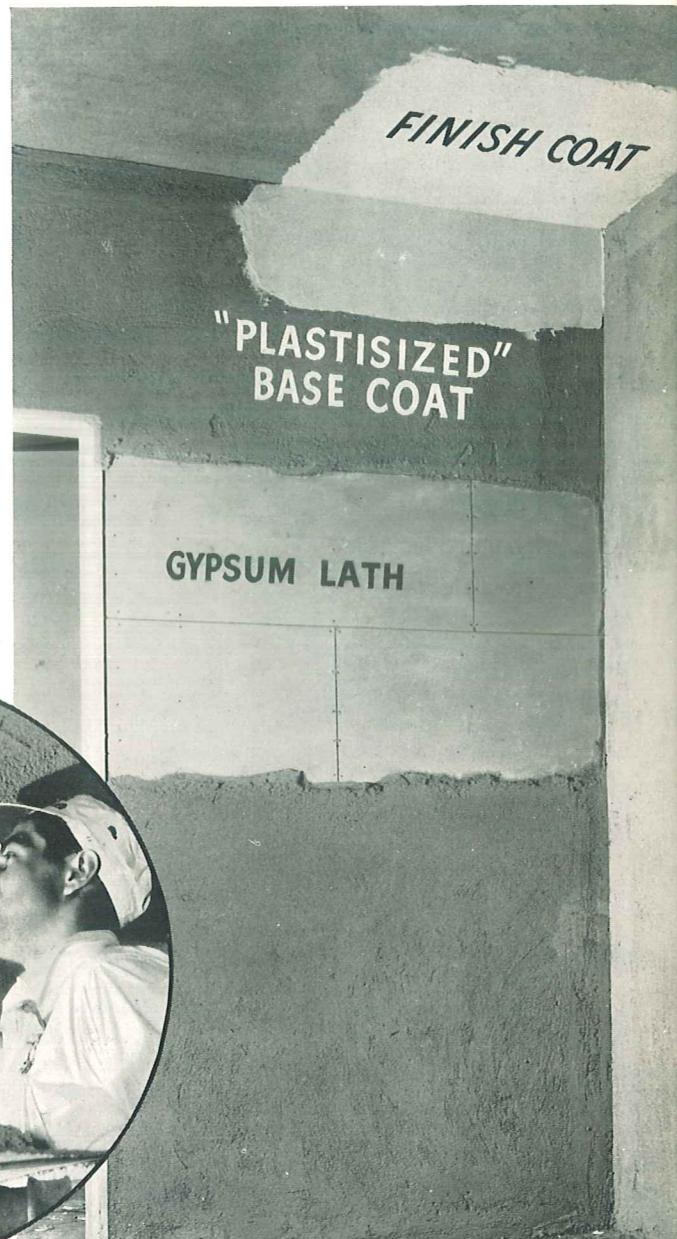
Beaver Gypsum Lath comes in either plain or perforated sheets. The perforated lath "keys" the plaster to the base both on the surface and through $\frac{3}{4}$ " holes, to give extra strength.



HAPPY PLASTERER (center) enjoys working on this job because it's so easy to make Certain-teed Plaster stick to the Gypsum Lath. He knows the straight, true ceiling will please both his boss and the home owner. The entire job will be finished in double quick time, too.

HAPPY HOME (above) will soon boast a fine, finished wall. First, Beaver Gypsum Lath is nailed to the studs. Second, a Plastisized Base Coat of Certain-teed Plaster is applied. And third, use of Certain-teed Gauging Plaster insures a smooth glossy finish, completes the job.

HAPPY HOME OWNER will say "perfect" to the finished room (left). His wife will love to decorate the Certain-teed Walls; and he'll be doubly happy because his home is fire-protected with Gypsum Lath and Plaster.



... GYPSUM LATH AND PLASTER"

USE CERTAIN-TEED PLASTER

Perhaps it's safe to call up and order "just sand"—but that's not true of plaster. It's important to rely on a trusted name, and that's why so many home owners, architects and contractors insist on "Plaster by Certain-teed."

For the base coat, it's both smart and thrifty to insist on easy-working "Plastisized" Plaster, manufactured by Certain-teed under the following

brands: ACME, AGATITE, BEAVER, and CERTAIN-TEED. This remarkably improved plaster stays fresh longer and insures better walls at low cost.

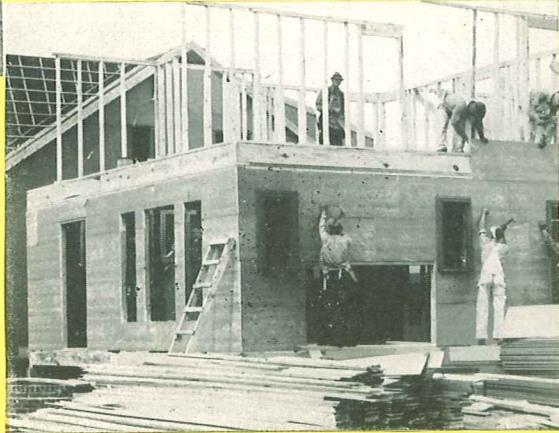
For the finish coat, you want a smooth, pure white surface, with a glossy, satin-like texture. Your plasterer will wholeheartedly agree that either SATIN SPAR or BLUE RAPIDS gauging plasters are unsurpassed for

the job to be done. Both are made by Certain-teed.

Other nationally famous Certain-teed Plasters are: Sunflower Molding and Casting Plaster; Kalite Acoustical Plaster; Certrock Plaster; and Certain-teed Patching Plaster, which makes it easy for you to repair cracks in your old walls.



BEAVER* GYPSUM SHEATHING



Here's another fine Certain-teed Way to enjoy the advantages and economies of wood frame construction plus the fire protection of Beaver Gypsum Sheathing. For use under brick veneer, stucco, wood or shingle siding.

BEAVER* WALL BOARD



Wherever you need inexpensive walls, ceilings or partitions—that's the place for Beaver Wall Board, the original fibre Wall Board. It's strong but light; hard and lasting; easy to cut and nail.

*Reg. U. S. Pat. Off.

**IT DEFIES TIME
AND THE WEATHER MAN...**

CERTAIN-TEED

Roll Roofing

For your money, there's every reason to say "Certain-teed" when you order asphalt roll roofing. Certain-teed Roll Roofing is "Millerized" by a special process of asphalt saturation which adds years to the pliability and life of the roof. A wide choice of weights and grades to satisfy varying requirements for farm buildings, homes, factories, etc. Smooth or mineral surface.



Certain-teed ROOF COATINGS AND CEMENTS

A complete line of asphalt products, and plastic cements, for built-up roofs, waterproofing and patching. Your Certain-teed Counselor will supply estimates and details.



Certain-teed BUILDING PAPERS, FELTS, ETC.

Say "Certain-teed" and be certain when specifying sheathing papers, insulating papers, asphalt and tarred felt, deadening felt, threaded felt and related building products.



WHICH COMES FIRST—?

(Continued from page 10)

Then, the Certain-teed Man said, they began to see light. And were they happy.

Just as I left, Pa said one thing that made me pleased as punch.

"What was it?" Ed Trent asked.

Pa said, "I betcha the neighbors'll be plumb astonished when they see what we're doing to *our* house."

It was then that Lucy Trent changed the subject. "Speaking of Certain-teed insulation," she broke in, "What about giving us a price on fixing up *our* house."

"Be mighty happy to," the Certain-teed Man answered, reaching for his brief case.

"All I can say is," sighed Ed Trent, "you certainly do make good use of your idle chatter. Let's take a look inside."



Look Homeward, America



Building's a pleasure...when you seek your Certain-teed dealer's counsel

In this book you have been shown Certain-teed Ways to Make Your Home Stay Young. In your community there lives a man who will also show you ways to keep yourself young and worry-free—by giving you expert assistance in building, remodeling or re-roofing.

You'll welcome his help because he is your local Certain-teed Counselor—wise

in the ways of putting the best into your house for the least money.

Your Certain-teed Counselor will simplify the technicalities of keeping your home young. He will show you how easy it is to finance your home program. And he will aid you, if you wish, in the management of craftsmen and others who are helping you have the home you want.

Call today and ask the "Certain-teed Man" to estimate and plan with you. There's no obligation to buy—and he will consider it a privilege to help you.

* * *

If you cannot find the name of your nearest Certain-teed dealer in the telephone book, send enclosed Postpaid card for that information.

DEPEND ON THESE CERTAIN-TEED PRODUCTS

Super Certain-teed Smooth Roofing
Certain-teed Smooth Roofing
Guard Smooth Roofing
Corporal Smooth Roofing
Certain-teed Slate Roll Roofing
Certain-teed Universal Shingles
Certain-teed Speedlay Shingles
Certain-teed Hexagonal Shingles
Certain-teed Cut-Out Shingles
Certain-teed Thick-Butt Shingles
Certain-teed Woodtex Shingles
Certain-teed Individual Shingles
Certain-teed Dutch Lap Shingles
Certain-teed Bricktex Siding
Certain-teed Tarred and Asphalt Felt
Certain-teed Roof Coatings and Cements

Certain-teed Building Papers
Vulcanite Roofing and Shingles
Acme Plaster
Agatite Plaster
Beaver Plaster
Blue Rapids Gauging Plaster
Beaver Gypsum Lath
Beaver Perfolath
Bestwall Gypsum Board
Cerrock Plaster
Kalite Acoustical Plaster
Satin Spar Gauging Plaster
Sunflower Moulding and Casting Plaster
Thermocrete (DryFill) Insulation
Beaver Pottery Plaster
Beaver Dental Plaster
CSI (Insulating) Board
Reliance Insulating Board
Kenmore Wall Board
Certain-teed Hard Board
Beaver Wall Board



WANT MORE DETAILS?

SEND ENCLOSED CARD FOR FREE LITERATURE

If you are interested in complete details on any of the products described in this book, send the enclosed Business Reply postpaid card. Please check, or write in, name of product in which you are interested and free literature will be sent to you.

CERTAIN-TEED PRODUCTS CORPORATION

14 plants • 11 sales offices • 11 warehouses
36 Years Experience • Over 10,000,000 homes using Certain-teed Products
Home Office: 100 East 42nd Street, New York City

Look Homeward, America

by An American Father

MAYBE it was the way he told it . . . or the look of peace in his eyes . . . but when he finished his story you could have heard a pin drop.

Somehow he made us feel we were standing on the threshold of a new age; that historians will call the decade we are now entering "the good Forties" . . . the years when America looked homeward.

Was he some great economist, banker or statesman? No, he was just an average American father with a job, a family and a home. Average in every respect but one. But that's his story . . .

*

"You know," he said with a smile, "I sort of hate to see the Thirties go. They were hard years but they taught me the greatest lesson of my life.

"Back in the Twenties, like everyone else, I thought the world was my oyster. Made money easy, spent it fast. On paper I was somebody! But that was just the trouble . . . Actually I didn't own a thing.

"Everything we had was 'on paper.' Even our home—three mortgages on it we never bothered to pay off, with interest and charges running over 14%.

"And then it happened . . . happened to me as it did to many men. We lost everything!

"That was the day my wife said to me . . . 'the best is yet to be.' And she was right.

"For while we entered the Thirties broke,

we ended the Thirties rich—rich in the sense that we now have a home we really own! Own it because we've been buying it steadily, every month—just like paying rent.

"Today, we have something for every penny we've spent. We've put our roots down. We've won security. And we've found a new kind of happiness—that deep-down, solid happiness you never know until you own a piece of earth, a hearth—a home you can call your very own."

*

That was his story—the saga of an American Father. Isn't there a lesson in it for all of us—right now? The tough Thirties are behind us. We are entering a new decade—ten years that hold the promise of good years. What shall we do with them?

Shall we repeat the follies of the Twenties or shall we invest in the real things of life?

Today, many of us are thinking about building and bettering our homes. We are beginning to find out the best way to insure our happiness is to build, buy, remodel or even "fix up" a home we can truly call our own.

Whichever you do, this year you can have a far better home, and for less money, than you could have owned ten years ago.

For in the past ten years, the Building Industry of America has not been idle.

While Government and the banks have been making it easier for you to buy or improve your home, this great industry has found ways to make better homes—by creating new products, improving old ones and reducing costs.

Today, when we look abroad, we may feel the world is going backward. But when we look homeward into "the good Forties", we feel a surge of new life—a life in which freedom and democracy will give our people new blessings.

So when we say: "Look Homeward, America!" it is just another way of saying "Look forward, America!"

*

As the Building Industry Prospering so does the Nation

Every dollar you spend in re-roofing, remodeling or building creates a solid hour of work for one of the 6,000,000 craftsmen who depend on the Building Industry for a livelihood.

This year, over one billion seven hundred million hours of work will be created for good Americans by building and bettering our homes.

As one of the largest manufacturers of Roofing and other Building Materials in the world, Certain-teed Products Corporation believes that the future of America lies in her homes—that as we build we prosper.

CERTAIN-TEED PRODUCTS CORPORATION

100 EAST 42ND STREET, NEW YORK

ONE OF THE WORLD'S LARGEST MAKERS OF:

ASPHALT ROOFING, SHINGLES AND SIDING • STRUCTURAL INSULATION • WALL BOARDS • GYPSUM BOARD, LATH AND PLASTER PRODUCTS